

Advertising Pays Says Bert Miller

I've been asked that same question at least a thousand times in the span of my business career. I've heard it so often that I'm tempted to suggest it to Rube Goldberg for his "foolish question" cartoon. Certainly, advertising pays. Advertising is no longer an experiment, it's a proven business getter. Billions of good American dollars are spent yearly by the most successful institutions in the country on advertising—it must pay them or they wouldn't continue. Personally, I've found that advertising is the sure way to a bigger and better business.

Nine years ago, I decided to go into the jewelry business for myself—I had "big ideas" and little capital—Little capital made it necessary for me to have "big ideas"—I couldn't afford the big rents asked for stores on the "Main Streets" so I did the better thing—I rented a small store on an "off" street. AND ADVERTISED. I coupled "low rent" with "square deal" and "satisfaction" with "service"—and ADVERTISED. My first advertisements weren't very big but I put every ounce of "Pep and Gincer" I could in every line and as my business grew, I increased my advertising until my business became the largest jewelry house in Michigan. Old time concerns who were in Detroit when Cadillac discovered the burg said it was unethical for a jeweler to advertise—BUT I ADVERTISED AND ADVERTISED, until the "old boys" saw that I was getting the trade and in order to keep the "lilies" off their business grave, they finally "came to" and did likewise—BUT I HAD MY START.

In short nine years ago, I did a business of \$11,000 yearly—this year the Miller stores will do a business of almost a million and a quarter dollars. The first year in business I spent my noon-day luncheon money for advertising—this year I'll spend eighty thousand dollars on advertising—Some lunch money?

Does advertising pay? I'LL SAY IT DOES! My advice to the home folks is ADVERTISE YOUR BUSINESS and Henry Lovejoy will never get a chance to show his talent as an auctioneer.—Bert (Square Deal) Miller in Richmond Review.

Good Alfalfa Seed Yield in the State

What is said to be the largest supply of alfalfa seed ever reported as having been grown by an individual farmer in Michigan was raised this past season by F. A. Petz, of St. Clair county. Petz recently finished threshing out 55 bushels, enough, according to Prof. J. F. Cox, of the Michigan Agricultural College, at Lansing, to plant 300 acres of the bountiful crop.

"While the past season was unusually favorable for alfalfa seed production," says Cox in discussing the yield, "Mr. Petz has been producing seed reliably for the last three years. He has shown what can be done in Michigan."

"Fifteen acres of Petz's alfalfa were from seed of strains planted ten years ago from a selection from the Michigan Agricultural College, apparently Old French. Two acres were from seed secured three years ago from County Agricultural Agent Brody, now secretary of the State Farm Bureau."

"It is probable that this entire supply of seed will be used by local farmers, judging by interest shown in the crop during a recent Dairy and Alfalfa campaign in St. Clair county. Michigan-grown alfalfa seed, where available, or seed from hardy strains grown in the Northwestern states is recommended by the college crops department. Grimm is a variety strongly recommended."

The recent work in St. Clair county was part of a state-wide alfalfa campaign being pushed by field men at M. A. C.

ANNOUNCE WEDDING

Announcement has been made of the marriage of Miss Grace Allen, daughter of H. N. Allen, 420 State street, to Mr. Clarence Tueller, at Laramie, Wyoming, Thursday evening, December 22. They will make their home at 465 N. Fourth street, Laramie.

Wreath Awaits Innovator.

We are holding a wreath, contributed by an anonymous lover of the silent drama, for the director who in arranging an artist's studio set stations the model so that the artist doesn't have to look over his shoulder at her while at his easel. We know that this suggestion violates studio rules, but the director really ought to take the law of physics into consideration or else use a periscope.—Exchange.

A Scene of Furniture.

It was reserved to Hogarth to write a scene of furniture. The rake's levee-room, the nobleman's dining-room, the apartments of the husband and wife in "Marriage-a-la-Mode" the alderman's parlor, the poet's bed-chamber, and many others, are the history of the manners of the age.—Horace Walpole.

Tree Stumps Take New Life.

Tree stumps without foliage of any sort sometimes live and grow. English experiments have decided that in their search after means of avoiding death, the roots of felled trees will unite with the rootlets of living trees near by, and derive nourishment from them.

Money spent with us buys not only good coal but satisfaction and reliability as well. Brown-Ward Co., phone 27.—60tfc

Local Happenings Tersely Told

C. H. Goggin was in Ithaca last Wednesday.

Mr. and Mrs. H. E. Reece left yesterday for Detroit.

You will find the best bread in Butter Cup wrappers. 62-tfc

M. D. Wilcox left today for Detroit on a short business trip.

Alfred T. Willert of Ithaca transacted business in Alma Wednesday.

Miss Belle Burgland spent Christmas in Flint the guest of her sister.

Mr. and Mrs. Pearly Rowe spent Christmas with friends in Middleton.

William E. Reynolds, city manager, was in Saginaw on business yesterday.

Mrs. C. A. Price of Ithaca was a business caller here Thursday of last week.

Mr. and Mrs. T. J. Pendell spent the week end with relatives in Middleton.

Mr. and Mrs. Wm. McLean spent Christmas with Mr. and Mrs. H. Stickney.

Joseph L. Biggerstaff, justice of the peace, was in Ithaca on business Tuesday.

Mrs. Edward McLean, Rockingham avenue, is reported as being very ill at her home.

Mr. and Mrs. Myra Hill spent Christmas at the home of their parents in Sheridan.

Dr. E. G. Sluyter, osteopathic physician, State Savings Bank Building, Alma, both phones. 57-tfc

Get your 1922 automobile licenses of Sharrar & Watson, Alma, Mich.—advertisement—32tf.

Mrs. Will Rule entertained at cards Tuesday evening in honor of Miss Lucile Pratt of Detroit.

Attorney Milburn of Detroit transacted business here Thursday and Friday of last week.

Have your feed ground at the Alma Elevator Co., 208 Woodworth.—advertisement—31tf.

Miss Melba Willard of Lansing is visiting with her father and with Alma friends this week.

Prosecuting Attorney Romaine Clark of Ithaca was here on business Wednesday of last week.

Misses Annette and Bertha McLaren spent a part of the vacation week with relatives in Ithaca.

The Presbyterian Aid Society will meet with Mrs. A. A. Chick, 237 Woodworth ave., Tuesday, Jan. 3, at 2:30 p. m.

Many foreign countries are clamoring for Tanlac. Its fame is worldwide.—Look-Paterson Drug Co.—advertisement.

James E. Ducey of Bay City was here attending the setting up of the litigation of the Alma Development Company, Ltd., last week.

The St. Johns Guild will hold their annual meeting at the home of Mrs. John Sullivan, 624 State street, next Thursday afternoon, January 5.

The local lodge of Elks will give a dancing party Saturday evening. Music will be furnished by a Bay City orchestra. Dancing starts at 8:45.

Mr. and Mrs. E. J. Alverson and Mrs. S. W. Knapp of Ithaca were guests on Christmas at the home of their mother, Mrs. Malcolm McLaren.

Ralph Wheaton and wife of Detroit are visiting with their parents, Mr. and Mrs. J. M. Wheaton, and other relatives in this city during the holidays.

Miss Florence Keefe, who has been teaching in the public schools of Tawas City, has resigned her position and returned to her home in Alma.

Born Wednesday afternoon to Mr. and Mrs. Leo A. Reynolds of Owosso, an 8½ pound boy. Mrs. Reynolds was formerly Miss Adelia Wilcox of Alma.

Miss Lucile Pratt of Detroit, Mr. Byron Pratt of Linden and Mrs. Pearl Johnson of Elsie were guests of Mr. and Mrs. C. Leslie at the Arcadia Hotel over Christmas.

Nick Bardaville, William Bourikas, Mr. and Mrs. William Angeles, Frank Valentine, Frank Komar, John, Geo. and William Carras, Peter Contos and Mr. and Mrs. Criss Triantes spent Christmas in Mt. Pleasant.

The next meeting of the George W. Myers Post No. 132, American Legion, will be held at the city hall Thursday, Jan. 5, 1922. All members are urged to be present. At this meeting will be the installation of the newly elected post officers.

William H. Rogers, justice of the peace, expects to close his office within a few days and leave for the balance of the winter. He has not made up his mind just where he will spend the coming few months. Mr. Rogers feels that at his age he is entitled to a short rest.

Mrs. Markham of Perrinton was a visitor at the home of Mr. and Mrs. Lewis Blair the first of the week.

Mr. and Mrs. Henry Deitz of Lansing spent Christmas in Alma, guests at the home of the former's parents.

Robert McCullough has returned from a business trip to New York.

The clerks of Robinson's store gave a farewell party for Miss Beulah Strong Wednesday evening at the home Mrs. E. H. Wolfe on West Superior street. Miss Strong resigned her position at the store some time ago and expects to go to Lansing where she will study vocal music.

The annual meeting of the Alma Civic Improvement League will be held at the home of Mrs. Charles Rhodes Friday afternoon at 3 o'clock, January 6, 1922. The yearly reports of all the officers and chairmen of departments will be heard. Since these reports are a summary of all that has been accomplished during the year, a cordial invitation is given to all interested to be present.

We can do it if it is in the printing line. The Alma Record.—advertisement 10-3w

ITHACA

On Tuesday evening a public installation of officers in the Ithaca Blue Lodge chapter and council took place. A good program was also given and refreshments were served.

A regular meeting of the Jean Torrence Chapter of D. A. R. was held Wednesday evening, Dec. 28, 1921, at the home of Miss Nellie Nelson.

H. C. Isaman of Beaver Falls, Pa., came Wednesday to spend the holidays with his son Frank Isaman and daughter Mrs. Henry McCormack and their families.

Mrs. Imogene Richardson, who has been spending the past two weeks with her daughter Mrs. Arthur Bizard, returned to her home in Owosso Thursday.

Fred Biddon, science teacher in the Ithaca high school, addressed the Knights of King Arthur at their last regular meeting. His subject was clean athletics. This is a new organization for boys of the high school and is steadily growing in interest and membership. The next meeting will be held Monday evening, Jan. 2, when parents will be invited and a supper will be served.

The regular meeting of the Woman's Christian Temperance Union was held Tuesday afternoon with Mrs. William Andre. The meeting was in charge of Mrs. Andre, superintendent of anti-narcotics.

Mrs. Lewis Wolfe and daughter Betty are spending the holidays with their parents, Mr. and Mrs. Schuyler, in Saginaw.

Rev. Roberts made a business trip to Coldwater last week.

Mrs. McCollum went to Lansing the past week to spend the remainder of the winter with her son, Mr. and Mrs. Fred Griswold.

Jay McNall and Harold Fleming from M. A. C. and Miss Florence Conant of Hillsdale are home for the holiday vacation.

Harold Beebe of Northwestern University, Chicago, is home to spend the holidays with his parents, Mr. and Mrs. C. L. Beebe.

Miss Mary Sylvester, who has been spending the past three months with Mrs. L. B. Crandell, has returned to her home in Seattle, Wash.

Mr. and Mrs. Leon Harris of Alma were guests of Ithaca relatives Monday.

Mr. and Mrs. Verne Maxwell were in Forest Hill Monday.

Tuesday, Dec. 27, Mr. and Mrs. M. C. Morse of New Haven entertained the New Haven Community Betterment Club. After dinner a program was given, opening with a song and invocation followed by roll call, responses to which were reminiscences of the old year. Officers' reports were given and election of officers took place.

Mrs. Sterrah Walker of Lansing and Mrs. Hiram McKinney of Pompeii were in Ithaca Friday.

Grant Smith of North Star was in town on business Monday.

Mr. and Mrs. Ed Alteneburg spent Christmas and the first of the week with their parents, Mr. and Mrs. T. B. Creswell, in Saginaw.

TOWN LINE

Willis Lemon is visiting at Ed. O'Bryant's near Forest Hill.

Charlie Leland and family entertained company Sunday.

Mr. and Mrs. Lynn Gee and family entertained 24 at Christmas dinner Sunday.

Mrs. Ray Helman and baby of Alma spent the week with their parents, Mr. and Mrs. William Adams and family.

Mr. and Mrs. Matt Johnson and family spent Sunday with their son, Clyde, and family of Elwell.

Mr. and Mrs. Leslie and daughters ate Xmas dinner with his brother.

John and Wm. Whitercraft of Merle Beach autoed here Monday to visit relatives and friends a few days.

Miss Eliza Hoyt and John Whitercraft spent Tuesday afternoon with relatives near Forest Hill.

Geo. Whitercraft spent Sunday night with Harold Shoemaker.

Josephine Johnson spent the week with her brother, Clyde, and family of Elwell.

Charlie Spaulding lost a calf one day last week.

DRUGGIST SHOWS HOW TO BREAK UP COLD QUICKLY

Had Lingering Cold—Coughed All Night—Couldn't Sleep.

TOOK HYPO-COD AND FEELS FINE

"My husband had a bad cold that was hard to get rid of—kept him coughing so much nights he couldn't sleep. Finally our family druggist saw the condition he was in and told him to take Hypo-Cod so he could get rid of the cough quickly."

"Hypo-Cod certainly proved to be a wonderful tonic in his case. It stopped his cough in a very short time, and this was more than all the cough medicines could do, as he had tried them. It brought back his appetite, strengthened his system and gave him such health that he threw off his cold naturally, like water off a duck's back. He sleeps well at

Order of Services At The Churches

First Church of Christ Scientist
Alma, Mich., 511 North Park Ave.
Subject—"God."
Lesson Sermon—10:30.
Sunday School—9:30.

Wednesday testimony meeting 7:30.
The Christian Science Reading Room located at 113½ West Superior street is open daily except Sundays from 2:30 to 5 o'clock.

The public is cordially invited to the services and to the reading room.

First Baptist Church
Edw. E. Shouffer, Pastor, 123 W. Downie St.

NEW YEAR'S DAY
10:00 a. m.—Divine Worship. Communion service. New members will receive the hand of fellowship.

11:15 a. m.—Bible School Session. Topic: "Revolt of Jeroboam." I. Kings 12:1 to 13:6. Start the year right by attending Sunday School.

6:00 p. m.—B. Y. P. U. meeting. Topic: "Better Purposes." Plan to be present.

7:00 p. m.—Good music by the Young People's Chorus. Start the year right by hearing a sermon on "The Plea of the Sinner."

The week of prayer service will be held at this church Monday night 7:30 p. m., Jan. 2nd, Rev. E. Mellott is the leader of this meeting.

The annual meeting and fellowship dinner of the church will be held on Thursday night, Jan. 5th, beginning at 6:00 p. m.

The pastor's family will keep open house at their home 123 W. Downie St. Monday, Jan. 2nd, from 2 to 5 p. m. and from 8:30 to 9:30 p. m., for all members of the congregation and their friends.

The Salvation Army
Envoys C. Glassbrook and wife, officers in charge.

Services—Tuesday, Thursday and Saturday 7:45 p. m.

Open air meetings in usual place 7:15 p. m. when weather permits.

Sunday Services—
Holiness meeting—10 a. m.
Sunday School 1:30.
Young People's Meeting 6:15.
The Great Battle for Souls 7:45.
We believe in the old time religion and the blood atonement of Jesus Christ. Everybody welcome.

St. Mary's Catholic Church
First and third Sundays masses at 8:30 and 10:30 a. m.
Second and fourth Sundays at 10:30.

Rev. John A. Mulvey, Pastor.

Episcopal Church
Service in evening only at 7 p. m. Rev. Davis of St. Louis will conduct service.

Methodist Episcopal Church
Sunday 10:00 a. m.—Sunday school.
Sunday 11:00 a. m.—Morning worship. Sacrament of the Lord's Supper. New members received.

Sunday 6 p. m.—Epworth League Topic, The High Calling. Leader, Gertrude Thum.

Sunday, 7:00 p. m.—Evening service. Sermon subject, "What of the Night?"

This evening, Thursday, is Church Night. An interesting program is arranged:

6:15 p. m. Pan cake supper, served by the Men's class; 7:15 Prayer meeting and Story Hour; 8:00 Motion picture entertainment, "The Halfback," and Sid Chapin in "The Sub-Marine Pirate."

Most cordial invitation to all services.

Matt. W. Duffey, minister.

Presbyterian Church
Corner of W. Superior St. and Prospect ave. Rev. W. L. Gelston, pastor.

10 a. m.—Sunday school.

11 a. m.—Sunday school.

11 a. m.—Morning worship. The pastor earnestly requests the attendance of every member of the church at this service. The motto for the New Year will be discussed.

7 p. m.—Evening worship. The Double Male Quartet will sing. The theme of the sermon will be "A Good Start." A cordial invitation to all is given.

Try a Record want ad and get big results.

WRIGHT SCHOOL

Mr. and Mrs. Roy Scott are spending the week in Harrison.

Mr. and Mrs. Laurel Muhn of Flint are spending a few days with Mr. and Mrs. Lewis Muhn.

Mrs. Mortwick is on the sick list. Mr. and Mrs. Wesley Webb and son spent Xmas with her mother in Midland county.

Mr. and Mrs. Hector Smith spent Xmas with Mr. and Mrs. J. P. Losey at Alma.

Mr. and Mrs. Ross Hallowell and two daughters, Beulah and Doris, of Flint spent Xmas with her parents Mr. and Mrs. Lewis Muhn.

Mr. and Mrs. Fred Johnson of Riverdale spent the first of the week with Mr. and Mrs. Rockafellow.

Wesley Webb and sister, Mrs. Childs was called to St. Clair Wednesday to attend the funeral of the 18-months old baby of Mr. and Mrs. Joe Webb.

DRY CLEANING FIRM
Loyejoy & Noyes of Hillsdale expect to open a first class dry cleaning establishment in the Spinney block within the next four to six weeks. They will install new machinery in the establishment and expect to construct a fire-proof dry cleaning room in connection with the business. Branch offices will be opened in St. Louis and Ithaca. The firm expects to call for and deliver work.

Bring your beans to Alma Roller Mills. Top prices and fair pick. Bean dept. equipped with new machinery.—19-tfc

The People

It is our sincere wish that the year of 1922 will find all of you enjoying better living, better working conditions and greater business prosperity than ever before. May it be a successful year for you in every way.

Crandell & Scott FURNITURE UNDERTAKING

Auction Sale

The undersigned will sell at public auction at his farm one-half mile south of Elwell, on—

Tuesday, January 3d

commencing at 1:00 o'clock sharp; the following described property:

275 cords seasoned pole wood	A quantity of basswood lumber
50 cords seasoned body wood	A quantity of hard wood lumber
50 cords seasoned mill wood	Some white oak 2 in. plank

I will contract to deliver the wood to people in Alma at 75c per cord, hauling to be paid for on same terms as purchase price.

Here is a chance to get your winter fuel and pay for it next fall.

TERMS OF SALE

All sums of \$10.00 and under, cash; all sums over \$10.00, 10 months' time on good bankable paper at 7 per cent interest. 2 per cent discount for cash.

B. E. NELSON, Proprietor

J. D. HELMAN, Auctioneer

A. J. MURPHY, Clerk

ANNOUNCEMENT To Our Friends and Patrons

After January 1st, 1922, we will be located in the Cement Block Building at 230 West Superior Street. We will have more floor space and will be able to give you better service. We kindly invite you all to come and inspect our new quarters and to continue our past good relations. Here's wishing you a Happy New Year and a prosperous one.

SHREEVE & BUCCANNING

Chevrolet Dealers

230 West Superior St., Alma